MISSOURI DIVISION OF TOURISM

JANUARY 2024 TRAVEL BAROMETER

(DATA AVAILABLE AS OF 2/07/24)

MISSOURI

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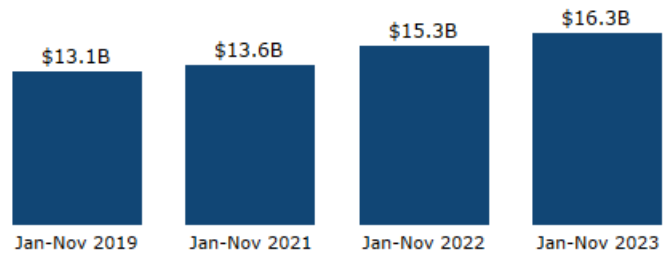
Missouri Travel Barometer: Tourism-Related Sales Revenue

Calendar Year-to-Date

Tourism-Related Sales Revenue by Year

Calendar Year

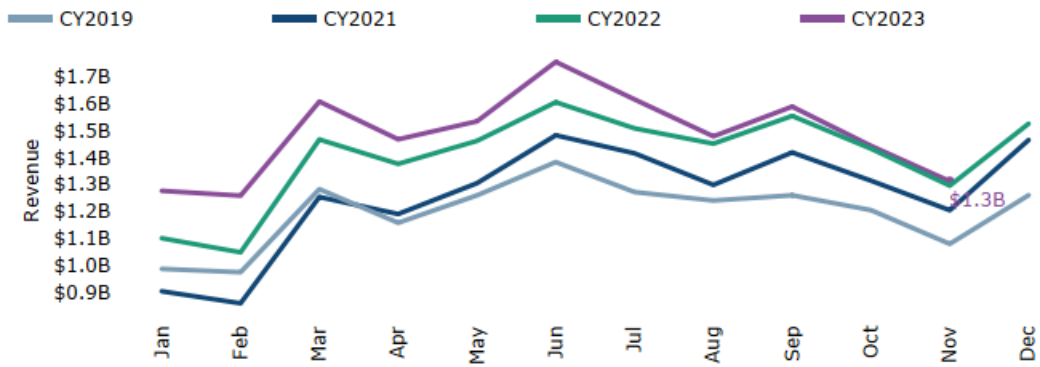


Jan-Nov 2023
Tourism-Related Sales Revenue
$16.3B

▲ 24.6% vs. 2019

Tourism-Related Sales Revenue by Month

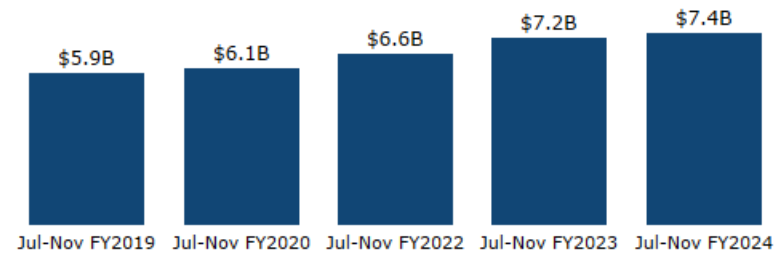
Calendar Year



Fiscal Year-to-Date

Tourism-Related Sales Revenue by Year

Fiscal Year

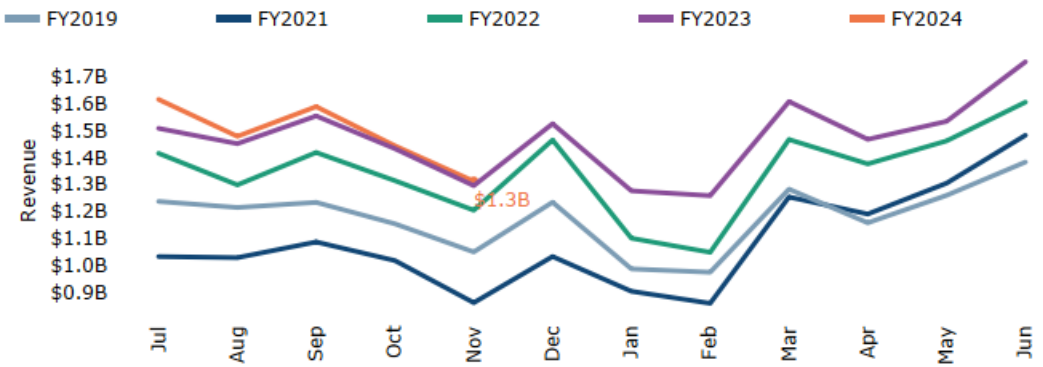


Jul-Nov FY2024
Tourism-Related Sales Revenue
$7.4B

▲ 22.7% vs. FYTD2020

Tourism-Related Sales Revenue by Month

Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

Source: Missouri Department of Revenue

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Missouri Travel Barometer: Lodging

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Hotel Performance

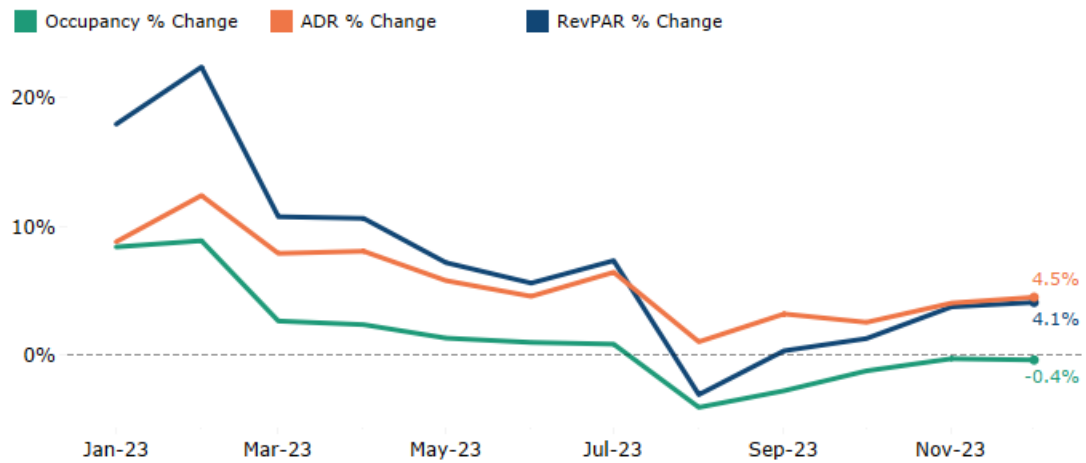
	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Dec 2023	**45.0%**	**$111**	**$50**	**3.3M**	**1.5M**	**$166.8M**
Change vs. Previous Year	▼ 0.4%	▲ 4.5%	▲ 4.1%	▲ 0.1%	▼ 0.3%	▲ 4.2%
Year-to-Date	**56.3%**	**$119**	**$67**	**39.4M**	**22.2M**	**$2.6B**
Change vs. Previous Year	▲ 1.0%	▲ 5.2%	▲ 6.3%	▼ 0.3%	▲ 0.7%	▲ 6.0%

Short-Term Rental Performance

	Occupancy	ADR	RevPAR
Dec 2023	**23.5%**	**$209**	**$49**
Change vs. Previous Year	▼ 9.8%	▲ 6.3%	▼ 4.1%
Year-to-Date	**27.3%**	**$214**	**$58**
Change vs. Previous Year	▼ 16.5%	▲ 8.3%	▼ 9.6%

STR Monthly Lodging Trends

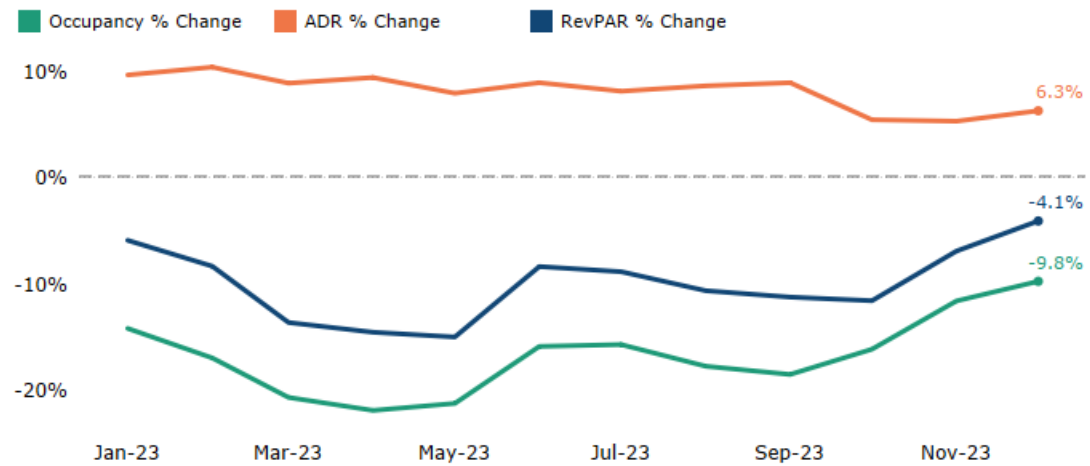
% Change from Previous Year



Source: STR
Republication or other re-use of this data without express written permission of STR is strictly prohibited.

KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



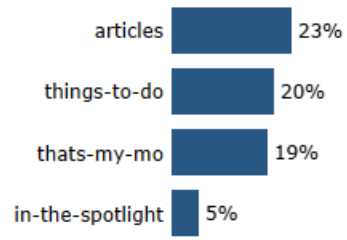
Source: KeyData
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

Missouri Travel Barometer: VisitMO.com Traffic

Calendar Year-to-Date

Jan 2024 Visits
99.0K
▼ -39.9% YOY

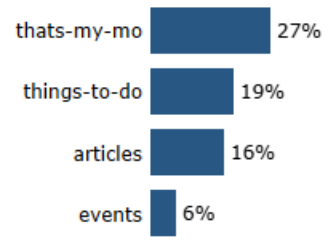
Top Content



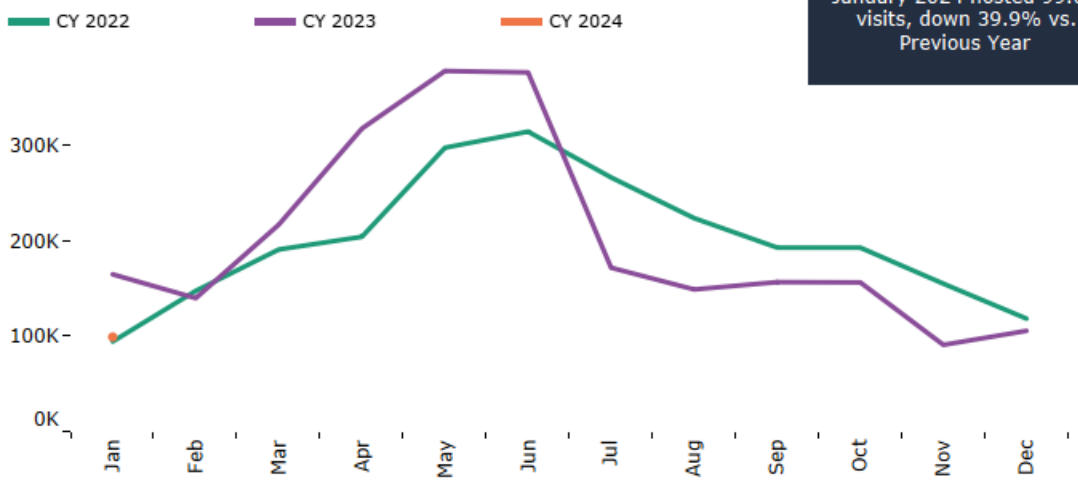
Fiscal Year-to-Date

Jul-Jan FY2024 Visits
928.5K
▼ -29.3% YOY

Top Content

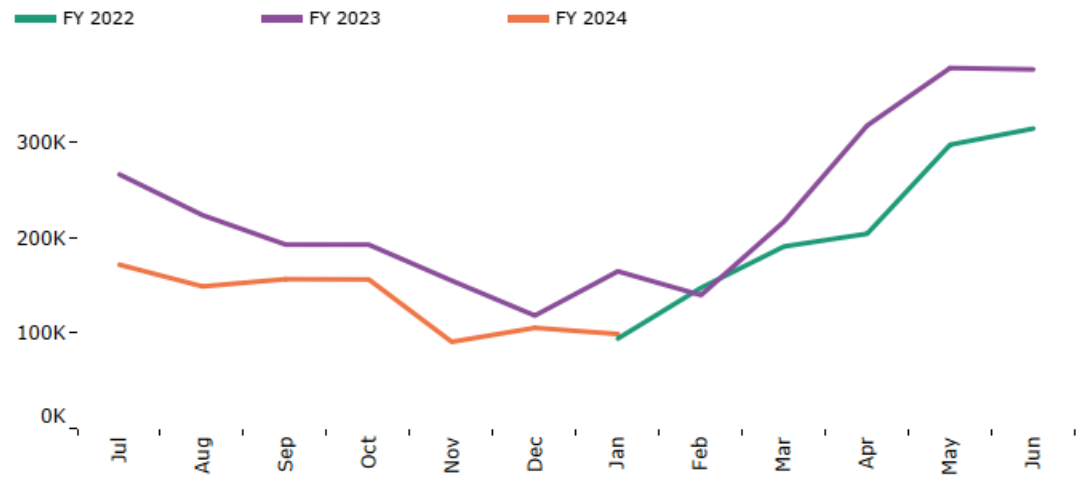


Calendar Year Visits to VisitMO.com by Month



January 2024 hosted 99.0K visits, down 39.9% vs. Previous Year

Fiscal Year Visits to VisitMO.com by Month



Source: Google Analytics
May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020

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Missouri Travel Barometer: Travel Guides & Welcome Center

Travel Guide Fulfillment

Jan 2024
3.6K
▲ 126.6% vs. STLY

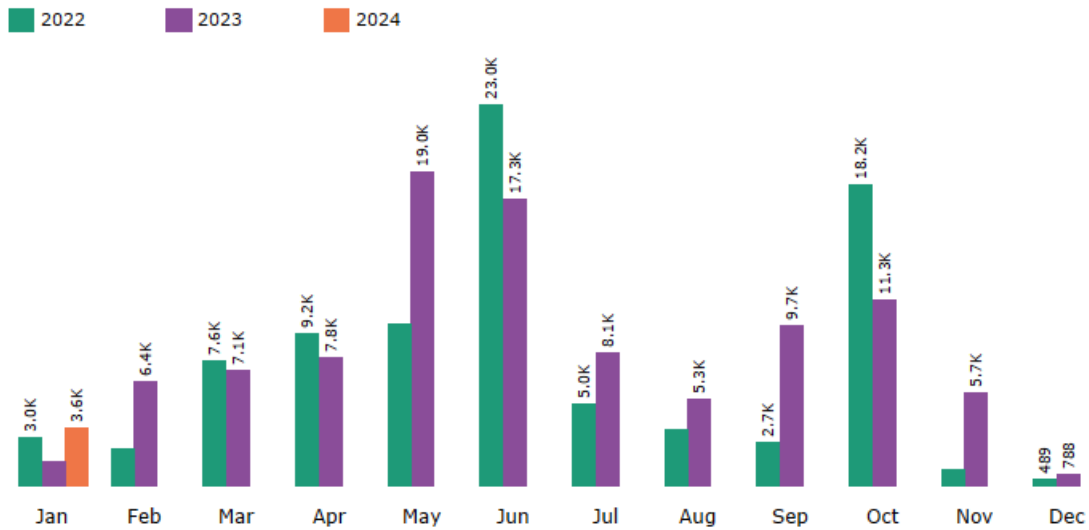
Jan 2024
3.6K
▲ 126.6% vs. STLY

Welcome Center Visits

Jan 2024
13.4K
▼ -18.7% vs. STLY

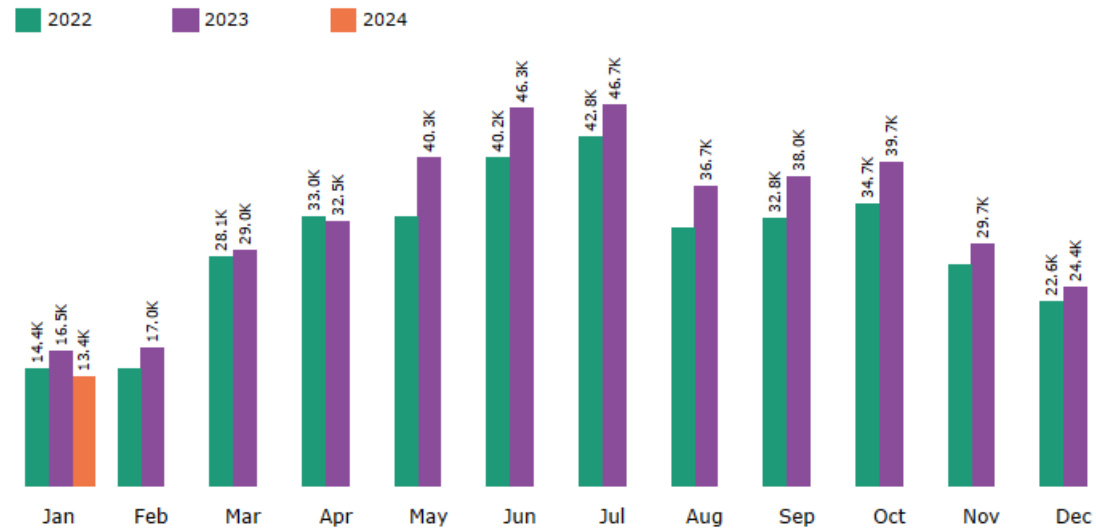
Jan 2024
13.4K
▼ -18.7% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month



Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders. RSL leads and telephone calls.

Welcome Center Visits by Month



STLY = Same Time Last Year
Source: Missouri Division of Tourism

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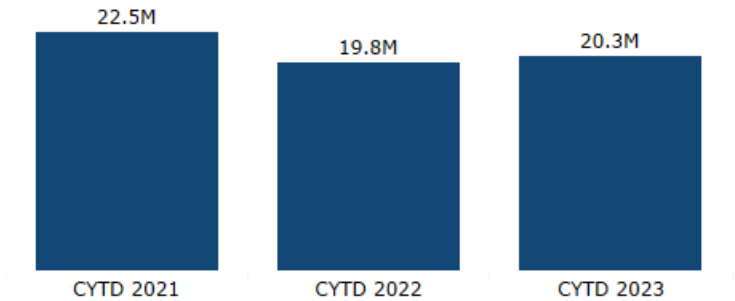
Missouri Travel Barometer: State Parks

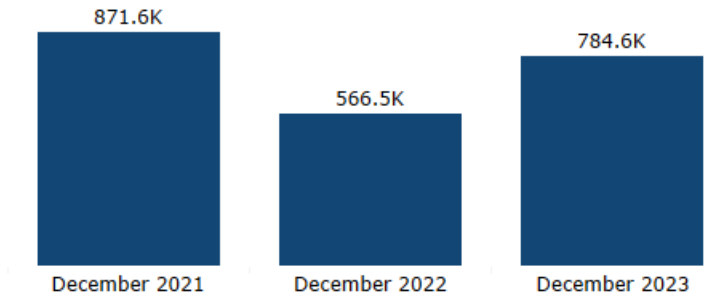
Calendar Year-to-Date Visitation

Jan-Dec 2023
20.3M
▲ 2.5% YOY



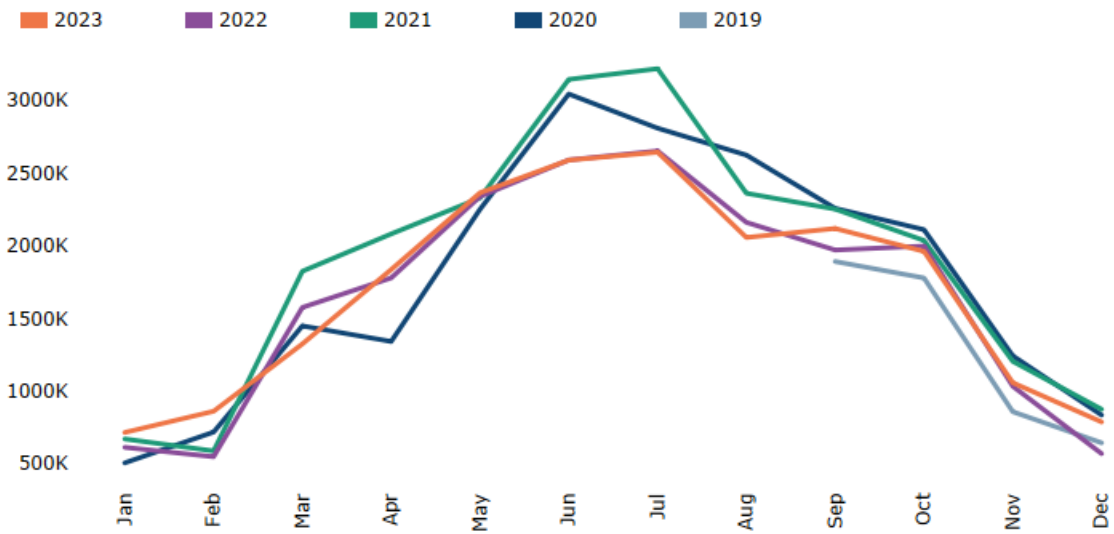
Monthly Visitation

December 2023
784.6K
▲ 38.5% YOY



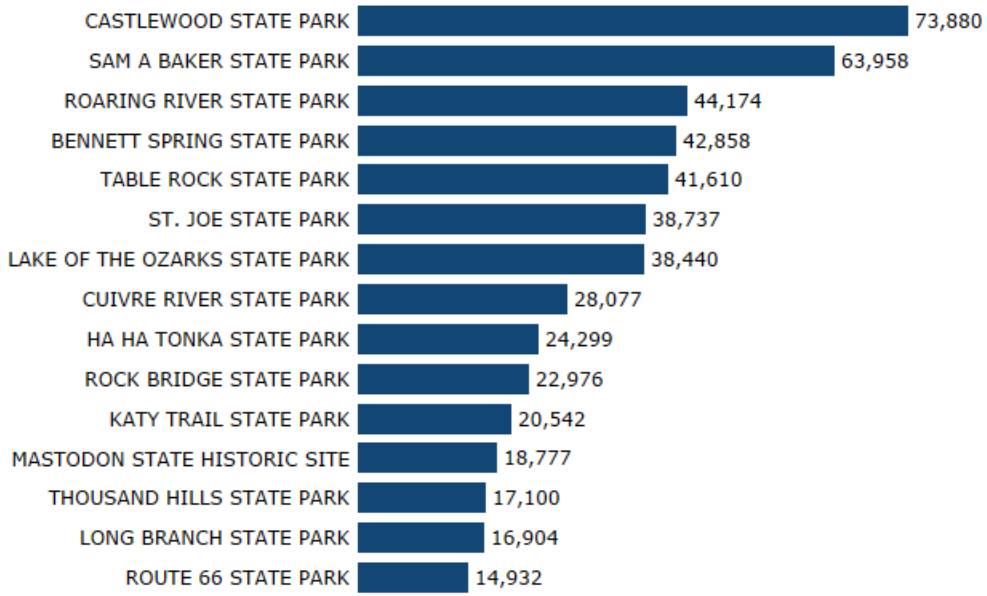
State Parks Visitors by Month

All Missouri State Parks



Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in December 2023



Source: Missouri State Parks

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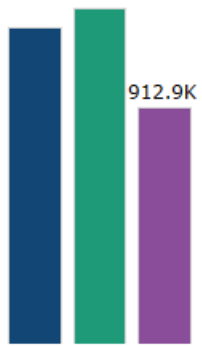
Missouri Travel Barometer: National Parks

Attendance by Park

Gateway Arch NP
Jan-Dec
+49.7% vs. Previous Year
+17.9% vs. 2019



Ozark NSR
Jan-Dec
-29.3% vs. Previous Year
-25.3% vs. 2019

Wilson's Creek NB
Jan-Dec
+12.0% vs. Previous Year
+36.0% vs. 2019

George Washington Carver NM
Jan-Dec
+25.4% vs. Previous Year
-24.8% vs. 2019

Ulysses S. Grant NHS
Jan-Nov
+1.6% vs. Previous Year
-16.5% vs. 2019

Harry S Truman NHS
Jan-Dec
+22.6% vs. Previous Year
-14.4% vs. 2019

Source: National Parks Service

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Airport Throughput by State

December 2023

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AN OXFORD ECONOMICS COMPANY

Month	State 1	State 2	State 3
December 2023	Missouri	Tennessee	Wisconsin

MO State Throughput

December 2023

1.1M

MOM	YOY	vs 2019
▼ -7.2%	▼ -3.6%	▼ -3.6%

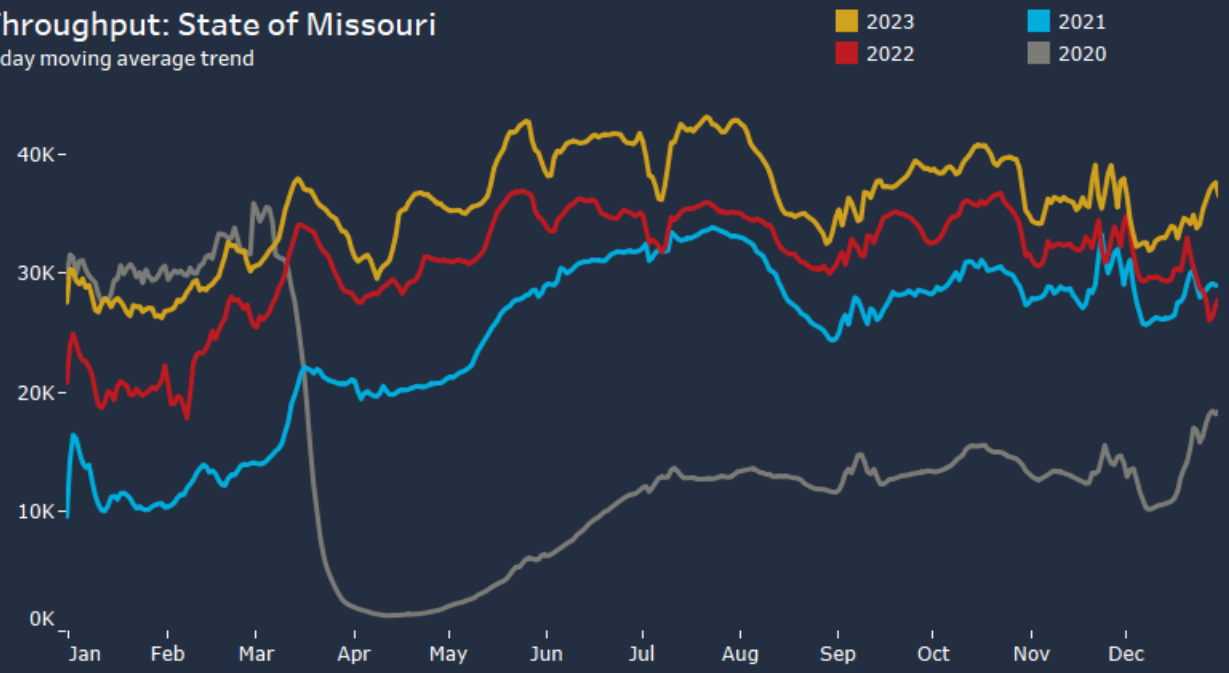
Competitive Set Throughput

Last 6 months, vs the same months in 2019

	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23
Missouri	3%	0%	4%	2%	5%	-4%
Tennessee	20%	15%	21%	21%	20%	14%
Wisconsin	-11%	-8%	-6%	-4%	-3%	-12%
USA	2%	-1%	5%	5%	6%	-3%

Throughput: State of Missouri

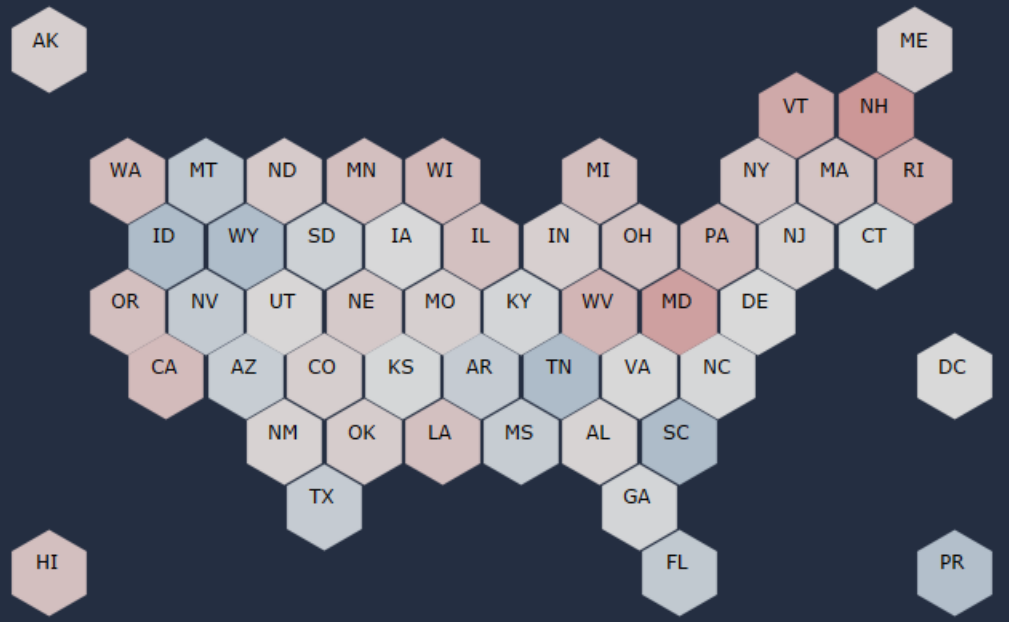
7 day moving average trend



Throughput by State of Departure

December 2023 vs the same month in 2019

Throughput YOY %CH
-100% 100%



Source: TSA

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